

MINUTES

REGULAR MEETING OF CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION THURSDAY, OCTOBER 19, 2006 7:30 PM

CALL TO ORDER AND ROLL CALL

Chairman Wetzork called the meeting to order at 7:35 p.m.

Present: Chairman Wetzork. Commission Members: Autorino, Bonta, Dahlberg, Kelly (arrived at 7:36 p.m.), Lindsey, Ryan, Schmitz (arrived at 7:37 p.m.) and Zuppan.

Absent: Commission Members: None

Staff: Jennifer Ott and Rosemary Valeska

At this time, Chairman Wetzork officially welcomed new Commission Member, Robert Bonta.

MINUTES

1. Minutes of the Regular Meeting of September 21, 2006

Motion (Zuppan), seconded and unanimous (with abstentions by Autorino and Bonta) to approve the minutes of the Regular Meeting of September 21, 2006 as submitted. (Commission Member Schmitz was absent at time of vote.)

CONSENT CALENDAR

(None)

ORAL COMMUNICATIONS - PUBLIC

(No speaker slips were submitted.)

UNFINISHED BUSINESS

NEW BUSINESS

2. Supplemental Information Regarding the 626 Buena Vista Avenue Project

Ms. Ott introduced Darrell Lee of Habitat for Humanity East Bay. Mr. Lee spoke about Habitat's "sweat equity" requirements for clients, deed restrictions, and their "green building" program. Thirty families will be entered into a lottery scheduled for November 9. Demolition is scheduled to

begin in November 2006. The foundation is scheduled to be poured in January 2007. Volunteer groups will start working on the site in February 2007. This item was presented for information, only; no EDC action was requested.

3. BridgeSide Tenanting Strategy

Commission Members discussed the contents of the staff report containing Regency Centers' e-mail itemizing tenanting efforts at BridgeSide. This information had been provided by Regency Centers in lieu of sending a representative to the meeting. Commission Member Lindsey noted the lack of local, upscale businesses. Commission Member Schmitz questioned the target market that Regency was looking at. Commission Members Autorino and Schmitz stated that they wanted the developer to appear in person as the EDC had originally requested at the July 20 Regular Meeting. Commission Member Kelly stated that Doug Wiele's original presentation had included a sit-down restaurant area and plaza by the bridge and where was that now? He also stated that Mr. Wiele should answer to the EDC as to why the project does not appear to be in line with what they were previously presented. Chairman Wetzork stated that Mr. Wiele was no longer associated with the BridgeSide project. He also stated that he had toured the site the previous week and was disappointed in the potential tenants. He stated that he was fine with Round Table continuing to be part of the project; however, the other tenants were like what one finds in a strip mall. Commission Member Kelly stated that he would like to know Nob Hill's opinion about the BridgeSide tenant mix. Commission Member Zuppan stated that she wanted the developer to address why they haven't been able to attract the right kind of tenants and questioned how they could change their strategy now that the project is 50 percent leased. Ms. Ott stated that she would contact Bruce Qualls of Regency and see if he would agree to attend the next EDC meeting. Commission Member Schmitz asked if the City had any kind of leverage that could be exercised now. Ms. Ott stated no, since the project had received all necessary entitlements, was under construction, and was recruiting tenants in compliance with the DDA. Commission Member Autorino requested that the EDC be provided with copies of the 2001 presentation to EDC. Ms. Ott stated that this would be provided as an attachment to the next staff report. Commission Member Zuppan commented that since the developer acquired the land from the City, the developer should do what they represented they would do when they got the land. This item was presented for information, only; no EDC action was requested.

4. Presentation Regarding Mandatory Ethics Training

Ms. Ott gave a general overview of the materials provided in the agenda packet. This item was presented for information, only; no EDC action was requested.

5. Introduction Presentation by Commission Member Ryan

Commission Member Ryan provided a brief recap of his personal and professional history. This item was presented for information, only; no EDC action was requested.

6. Introduction Presentation by Commission Member Bonta

Commission Member Bonta provided a brief recap of his personal and professional history. This item was presented for information, only; no EDC action was requested.

7. Greater Alameda Business Association Presentation

Eric Kos, GABA President, explained the history and representation of GABA, promotion methods and special events. GABA is spear heading the effort for "Welcome to Alameda" signs - they are looking for support from the EDC and other organizations in town. GABA holds monthly mixers, usually sit-down dinners at member businesses. GABA will also assist individual members in staging their own events. He stated that GABA hopes to establish the Alameda Grand Prix Bicycle Race as their signature annual event. The first race was held last March along Park Street. Plans are currently underway for the second annual race; however, this one will be held at Harbor Bay Business Park, as they were not invited back to Park Street. The Commission Members encouraged Mr. Kos regarding the proposed welcome signs and also, to work on keeping the bike race on the main island. Mr. Kos also stated that one of his member businesses, Pagano's, was concerned about the possibility of Orchard Supply Hardware locating at Alameda Landing. This item was presented for information, only; no EDC action was requested.

REPORTS

8. Oral Report: Chairman Wetzork – Chair of the Economic Development Strategic Plan Update Subcommittee

Chairman Wetzork stated that he had nothing new to report. Ms. Ott reported that the decision has been made to proceed with the community wide survey and not wait for the results of the big box study. The consultant has been notified. The draft survey will be presented to the EDC at the November 16 meeting. Materials will be sent to the Commission Members two weeks beforehand. Report accepted.

9. Oral Report: Commission Member Schmitz – EDC representative to the Multi-Modal Transportation Task Force

Commission Member Schmitz stated that City Council had approved six of seven recommended policies. A draft circulation plan has been provided to the Transportation Commission. Another Task Force meeting will be held, which will be an opportunity for public input. Report accepted.

10. Oral Report: Chairman Wetzork – EDC representative to the Pedestrian Task Force

Chairman Wetzork had nothing new to report, as there had been no meeting.

11. Oral Report: Commission Member Autorino – EDC representative to the City of Alameda Task Force of the Alameda County Climate Protection Project

Commission Member Autorino had nothing new to report, as there had been no meeting.

WRITTEN COMMUNICATIONS

12. *Redevelopment – Building Better Communities*

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Commission Member Dahlberg requested an update presentation regarding Target. Chairman Wetzork stated that he would discuss this with Ms. Soto at the next agenda planning meeting.
- Chairman Wetzork reminded all present of the new library grand opening on November 2.
- Commission Member Schmitz recommended people study Proposition 90, which is on the ballot.

ADJOURNMENT

The meeting was unanimously adjourned at 8:48 p.m.

Respectfully submitted,

Jennifer Ott
Development Manager

JO:rv